

Zimbra

khenderson@sbgnet.com


± Font size ±

**Re: Undisclosed Issue Rate Request****From :** Kristen Henderson <khenderson@kutv2.com>

Thu, Feb 23, 2012 12:19 PM

**Subject :** Re: Undisclosed Issue Rate Request**To :** KENDERSON@KUTV2.COMExternal images are not displayed. [Display images below](#)**From:** "Long, Cheryl (CMG-REP)" <clong@trep.com>**Date:** February 23, 2012 7:26:56 AM PST**To:** "seaker@sbgnet.com" <seaker@sbgnet.com>**Subject:** FW: Undisclosed Issue Rate Request

Hey Hey!

Please send 2<sup>nd</sup> Q issue rates ASAP per the request below. They are probably getting ready for all of their DCCC and DSCC spending...NICE!Thanks Shannon!  
Cheryl
 Description: Description:  
cid:image001.jpg@01CCF210.58F3C130
**From:** Seth Stein [mailto:Seth.Stein@gmmb.com]**Sent:** Wednesday, February 22, 2012 6:31 PM

**To:** christopher.r.larcade@abc.com; Clifford, Anne; Parker, Dee; Charlie Shiebler (CShiebler@whdh.com); McCreary, Amy; Micaela Brady (mbrady@cw56.com); Nesci, Mick (CMG-HRP); Pat Cashen (PMCashen@cbs.com); STarka@hearst.com; Walt Lopko; Cheryl Ciccone (Ciccone@kyw.com); Link, John E; Maggie McWilliams; Nicole Elie; Nicole Roy (NRoy@cbs.com); Steve Lake; Fox, Janice; Jenna Nubar; Jennie Page; Jones, Michael; Rall Bradley; Regina Medley; Thomas, Bill; Val Bonney; Berg, Fran; Bob Cain; Jamie Andrus; Meredith Thompson; Tricoli, Mary; Anthony Castaneda; Chris Johnson; Ashe, Aaron (CMG-TeleRep); Clark, Dave (REP-TeleRep); Brown, Jeff (CMG-HRP); Steve Brooks (steve.brooks@nbcuni.com); Susan Inker-Puretz (inkerpuretz@cbs.com); Adam Hodge; Bradley Phillips; Bradley, Alexandra; Christian Cambeiro; Dan Driscoll; Fran Brown; Heaton, Trevor; Jared Salles; Ryan Gordon; Shannon Yaloff; Lane, Corey (NBCUniversal, WCAU) (Corey.Lane@nbcuni.com); Zeligson, Aaron (NBC Universal, WCAU); Brady, Anjie; Brady, Kate; Feinberg, Frank; Melissa Palombo; Rachel Chason; Brian Butz; Green, Mark S; Dave Lombardo (dave.lombardo@scripps.com); Long, Cheryl (CMG-REP); Quinn, James (CMG-TeleRep); Knauer, Joe (CMG-TeleRep); Johannessen, Jordan (CMG-TeleRep); Votta, Justin (CMG-TeleRep); Waskie, Kristen (CMG-TeleRep); Langer, Robert (CMG-TeleRep); Khan, Maliha (CMG-REP); Welte, Nick (CMG-TeleRep); DiFuria, Teresa (CMG-TeleRep); Barbara Monares; Chris Falls; Hildebrandt, Will (CMG-HRP); Jeremy Howard; Steve Smith (steve.smith@foxtv.com)

**Subject:** Undisclosed Issue Rate Request

Good Evening,

Please send 2Q issue planning rates for the attached list of markets in both XML & excel. We need these rates in-house by COB, Thursday March 1<sup>st</sup>.

Thank you in advance,

Seth

Seth Stein Media Assistant  
202.338.8700 | office  
202.350.5774 | direct

+gmmb cause the effect

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# KUTV Salt Lake City

## ISSUE RATES



Rate Guide  
Political Card

As of 2/23/12  
2Q 2012

Day/Time	Program Name	:30 Rate
M-F/5-530A	2 NEWS AT 5A	200
M-F/530-6A	2 NEWS AT 530A	400
M-F/6-8A	2 NEWS THIS MORNING	600
M-F/8-9A	THE EARLY SHOW	400
M-F/9-10A	THE PRICE IS RIGHT	600
M-F/10-11A	YOUNG & THE RESTLESS	300
M-F/11A-12N	AS THE WORLD TURNS	300
M-F/12N-1P	2 NEWS AT NOON	500
M-F/1-230P	FRESH LIVING / BOLD & THE BEAUTIFUL	250
M-F/2-3P	THE TALK	500
M-F/3-3:30P	INSIDE EDITION	400
M-F/3:30-4P	FAMILY FEUD	400
M-F/ 4-4:30P	2NEWS AT 4PM	500
M-F/4:30-5P	2NEWS AT 4:30PM	500
M-F/5-530P	2 NEWS AT 5P	1000
M-F/6-630P	2 NEWS AT 6P	1000
M-F/630-7P	ENTERTAINMENT TONIGHT	1200
M-F/10-1035P	KUTV NEWS AT 10P M-F	2700
Sat/10-1035P	KUTV NEWS AT 10P SAT	2000
Sun/10-1035P	KUTV NEWS AT 10P SUN	2500
M-F/1035-1138P	DAVID LETTERMAN	750
M-F/1135P-1235A	LATE LATE SHOW	250
Sat/5-7A	CBS SATURDAY MORNING	150
Sat/11A-430P	CBS SPORTS/VARIOUS	500
Sat/5-6P	2 NEWS AT 5P SAT	750
Sat/6-7P	ENTERTAINMENT TONIGHT	600
Sat/1035-1105P	TALKIN' SPORTS SAT	600
Sat/1105-1135P	HOOKED ON UTAH	500
Sat/1130P-1230A	CRIMINAL MINDS	250
Sat/1230-130A	COLD CASE	100
Sun/8-930A	CBS SUNDAY MORNING	750
Sun/930-10A	FACE THE NATION	750
Sun/5-6P	2 NEWS AT 5P SUN	1000
Sun/1035-1135P	TALKING SPORTS SUN	600
Sun/1135P-1235A	CRIMINAL MINDS	500
Sun/1235-135A	NUMB3RS	250
Day/Time	PRIME	:30 Rate
Mon/7-8P	HOW I MET YOUR MOTHER / 2 BROKE GIRLS	4500
Mon/8-9P	TWO AND A HALF MEN / MIKE AND MOLLY	5000
Mon/9-10P	HAWAII FIVE O	4500
Tue/7-8P	NCIS	5000
Tue/8-9P	NCIS - LOS ANGELES	5000
Tue/9-10P	UNFORGETTABLE	5000
Wed/7-8P	SURVIVOR	5000
Wed/8-9P	CRIMINAL MINDS	5000
Wed/9-10P	CSI	5000
Thu/7-8P	BIG BANG / ROB	5000
Thu/8-9P	PERSON OF INTEREST	4000
Thu/9-10P	MENTALIST	7500
Fri/7-8P	UNDERCOVER BOSS	4000
Fri/8-9P	A GIFTED MAN	3000
Fri/9-10P	BLUE BLOODS	3000
Sat/7-8P	RULES OF ENGAGEMENT/ CRIMETIME SATURDAY	1000
Sat/8-9P	CRIMETIME SATURDAY	1000
Sat/9-10P	48 HOURS MYSTERY	1000
Sun/6-7P	60 MINUTES	2500
Sun/7-8P	AMAZING RACE	5000
Sun/8-9P	THE GOOD WIFE	3500
Sun/9-10P	CSI MIAMI	2500
Day/Time	SPORTS / SPECIALS	30 Rate
SAT-SUN/1-4P	GOLF	1000

Rates are subject to change and are for planning purposes only.

2012 KUTV Political Disclosure Statement for details.

See the



KUTV  
299 S Main St  
Ste 150  
Salt Lake City, UT 84111

# Contract # 1268064

**Schedule Dates** 03/28/12-04/03/12  
**Advertiser** Freedom Path (69617)  
**Agency** Strategic Media Services (8287)  
**Product** POLITICAL ISSUE (ns) (1187)  
**Brand** FREEDOMS PATH (429114)  
**Salesperson** TeleRep/DC, Washington DC (2995)  
**Sales Office** TeleRep Washington DC  
**Buyer Name** WILLIAMS, NEIL  
**Phone/Fax** /  
**CPE** N/A  
**Account Types** National/Political Issue Agency BRD  
**Billing Type** Standard  
**Comments**

**Date Entered** 03/20/12  
**Last Modified** 03/20/12  
**Entered By** Katie Freckleton  
**CO-OP** No  
**Headline #** 06073475  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$1,575.00  
**Net Total** \$8,925.00  
**Sales Tax**

## Salt Lake City (KUTV)

By Broadcast Month	Spots	Rate
Apr. 2012	13	\$10,500.00
<b>Grand Total:</b>	<b>13</b>	<b>\$10,500.00</b>

Strategic Media Services  
3299 K Street NW  
Ste 200  
Washington, DC 20007

FREEDOMS PATH  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\* TV:3/28-4/3

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News (1)	03/28/12-03/30/12	1	:30	5:30A- 6A (MST)	2			X	X	X			2	\$500.00	\$1,000.00	Salt Lake City (KUTV)	NEWS	3/20/12
2.0	Normal Line / News (1)	04/02/12-04/03/12	1	:30	5:30A- 6A (MST)		1	1						2	\$500.00	\$1,000.00	Salt Lake City (KUTV)	NEWS	3/20/12
3.0	Normal Line / News (1)	03/28/12-03/30/12	1	:30	12P- 1P (MST)	2			X	X	X			2	\$500.00	\$1,000.00	Salt Lake City (KUTV)	NEWS	3/20/12
4.0	Normal Line / News	04/02/12-04/03/12	1	:30	12P- 1P (MST)	1	X	X						1	\$500.00	\$500.00	Salt Lake City (KUTV)	NEWS	3/20/12
5.0	Normal Line / News	03/28/12-03/30/12	1	:30	5P- 5:30P (MST)	1			X	X	X			1	\$1,200.00	\$1,200.00	Salt Lake City (KUTV)	NEWS	3/20/12
6.0	Normal Line / News	04/02/12-04/03/12	1	:30	5P- 5:30P (MST)	1	X	X						1	\$1,200.00	\$1,200.00	Salt Lake City (KUTV)	NEWS	3/20/12
7.0	Normal Line / News	03/28/12-03/30/12	1	:30	6P- 6:30P (MST)	1			X	X	X			1	\$1,200.00	\$1,200.00	Salt Lake City (KUTV)	NEWS	3/20/12
8.0	Normal Line / News	04/02/12-04/03/12	1	:30	6P- 6:30P (MST)	2	X	X						2	\$1,200.00	\$2,400.00	Salt Lake City (KUTV)	NEWS	3/20/12
9.0	Normal Line / SPOT	04/01/12-04/01/12	1	:30	8A- 9:30A (MST)								1	1	\$1,000.00	\$1,000.00	Salt Lake City (KUTV)		3/20/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

*K. Freckleton* 3.27.12

REP HEADLINE# 6073475  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 215-564-1206  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET

FAX# 215 564 1103  
HARRIS REPORT FROM REP

MAR20/12 13  
\*\*\* KUTV-TV \*

ADV # \_\_\_\_\_ ADV. NAME ISS/FREEDOM PATH  
AGY # \_\_\_\_\_ AGY. NAME STRATEGIC MEDIA SERVICES  
3299 K. STREET NW, SUITE 200  
WASHINGTON, DC 20007

REP.# \_\_\_\_\_ OFF.# \_\_\_\_\_ SALESMAN # lv  
BUYER NAME NEIL WILLIAMS  
SALES PRSN WA- CHERYL BLAIR

ORDER # 1268064 CONTRACT # 6073475 CLASS: NATL. LOCAL REGIONAL

PRDCT FREEDOMS PATH EST# \_\_\_\_\_ COMMENTS: (LINE, ORDER, INVOICE) \_\_\_\_\_

FLIGHT DATES MAR28/12 APR3/12 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE MAR20/12 13.4

REP: TO KATIE  
FR CHERYL  
NEW ORDER  
TTL \$10500  
PLS CNF THANKS

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

TV:3/28-4/3

:LINE#	:REP	:CD	: TIME PERIOD	: LGTH	: SEC	: RATE	: START	: END	:SPTS	: WEEK	: DAYS	:TOTL
:	:LINE#	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	:SPTS
<del>1</del>			530A-600A	30		\$500.00 ✓	3/28	3/30	2		W-F	2
PROGRAM : NEWS												
2			530A-600A	30		\$500.00 ✓	4/2	4/3	2		M-TU	2
PROGRAM : NEWS												
3			1200N-100P	30		\$500.00 ✓	3/28	3/30	2		W-F	2
PROGRAM : NEWS												
4			1200N-100P	30		\$500.00 ✓	4/2	4/3	1		M-TU	1
PROGRAM : NEWS												
5			500P-530P	30		\$1,200.00 ✓	3/28	3/30	1		W-F	1
PROGRAM : NEWS												

REP: TEL# 215-564-1206

FAX# 215 564 1103

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET

HARRIS REPORT FROM REP

MAR20/12 13

\*\*\* KUTV-TV \*

REP HEADLINE# 6073475

\*\*\* ORIGINAL REV#0 \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
-------	-----	----	-------------	------	-----	------	------------	----------	----------	-----------	------	-----------

6			500P-530P	30		\$1,200.00 ✓	4/2	4/3	1		M-TU	1
PROGRAM : NEWS												

7			600P-630P	30		\$1,200.00 ✓	3/28	3/30	1		W-F	1
PROGRAM : NEWS												

8			600P-630P	30		\$1,200.00 ✓	4/2	4/3	2		M-TU	2
PROGRAM : NEWS												

11			800A-930A	30		\$1,000.00 ✓	4/1	4/1	1		SUN	1
PROGRAM : SUN MORN												

APR/12 10500.00

CONTRACT TOTAL 10500.00  
TOTAL SPOTS 13

MARKET TOTALS \$80,769 KUTV 13% KTVX 22% KSL 40% KSTU 25% KUCW 0% KJZZ 0% KCSG 0%  
KMYU 0%

SVC- NSI  
DEMOS- RA35+\*